

**STATE OF CALIFORNIA**  
**BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY**  
**DEPARTMENT OF BUSINESS OVERSIGHT**

TO: Reliance Premium Finance Inc.  
2550 North Hollywood Way, Suite 201  
Burbank, California 91505

**CEASE AND DESIST ORDER**  
**(Financial Code section 567)**

The Commissioner of Business Oversight ("Commissioner") finds that:

1. The Commissioner has jurisdiction to regulate persons and entities to engaging in the industrial loan business in California, pursuant to the Industrial Loan Law (Fin. Code, § 18000 et seq.).

2. An industrial loan company is defined by Financial Code section 18003 as a premium finance company or agency.

3. At all relevant times, Reliance Premium Finance Inc. ("Reliance") was located at 2550 North Hollywood Way, Suite 201, Burbank, California 91505. Reliance also does business over the internet at [www.reliancepremiumfinance.com](http://www.reliancepremiumfinance.com) and using an email address of [marketing@reliancepremiumfinance.com](mailto:marketing@reliancepremiumfinance.com).

4. Reliance is a California corporation formed in March 2016. Melina Avanesian Khachoo is the President and Chief Executive Officer of Reliance.

5. Since at least December 2016, Reliance has been engaging in the industrial loan business by making offers of premium financing services to the public via its website. Reliance has not obtained authorization from the Commissioner to engage in such business as required by Financial Code section 18100.

6. As of the date of this Order, the Commissioner has not approved an application authorizing Reliance to engage in business as an industrial loan company, and has not issued a

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1 certificate stating when and how Reliance may commence business, pursuant to Financial Code  
2 section 18101.

3 7. Since at least December 2016, Reliance has used the name "Reliance Premium  
4 Finance" on its website and in its communications with potential clients in a manner that indicates or  
5 reasonably implies that the business is the character or kind of business carried on or transacted by an  
6 industrial loan business or is likely to lead any person to believe that the business is that of an  
7 industrial loan company, in violation of Financial Code section 18104, subdivision (b).

8 Based upon the foregoing, the Commissioner finds that Reliance Premium Finance Inc. has  
9 violated Financial Code sections 18100 and 18104, subdivision (b).

10 Under the authority granted to the Commissioner by Financial Code section 567, Reliance  
11 Premium Finance Inc. is hereby ordered to cease and desist from engaging in business or indicating  
12 that it is in the premium finance business until it obtains a certificate from the Commissioner  
13 authorizing it to engage in such business. This Order is necessary, in the public interest, for the  
14 protection of consumers, and is consistent with the purposes, policies and provisions of the Industrial  
15 Loan Law.

16 Dated: February 3, 2017  
17 Sacramento, California

18 JAN LYNN OWEN  
19 Commissioner of Business Oversight

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21 By \_\_\_\_\_  
22 MARY ANN SMITH  
23 Deputy Commissioner  
24 Enforcement Division  
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